

Special Issue

Electronic Marketing Sustainability

Message from the Guest Editor

The business world today is changing enormously due to many factors that affect every element of the business cycle worldwide. Among the factors affecting the current way of conducting business is the emergence of countless marketing tools which have had a significant impact not only on customers but also on companies. The Internet, IoT, virtual reality, mobile applications, social media, electronic word of mouth (eWoM), artificial intelligence, and digital marketing are only a few examples of current marketing trends. This Special Issue aims to provide comprehensive coverage of most of the current trends related to the impact of electronic marketing on sustainability. This Special Issue is an attempt to make a strong, proactive contribution to the field of sustainability by showing the links between electronic marketing practices and sustainability worldwide.

Guest Editor

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Message from the Editor-in-Chief

I encourage you to contribute a research or comprehensive review article for consideration for publication in Sustainability, an international open access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. The journal publishes original research articles, reviews, conference proceedings (peer reviewed full articles) and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

Editor-in-Chief

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